REMARKS/ARGUMENTS

This Amendment is filed in response to the Office Action dated December 9, 2009. In the Office Action, Claims 1-3, 7-11, 13, and 19 have been rejected under 35 U.S.C. § 103(a) as being unpatentable over U.S. Patent 6,344,796 to Ogilvie et al. ("*Ogilvie*") in view of U.S. Published Patent Application 2002/0130065 to Bloom ("*Bloom*"). Claims 12 and 16-17 have been rejected under 35 U.S.C. § 103(a) as being unpatentable over *Ogilvie* in view of *Bloom* in further view of U.S. Published Patent Application 2004/0211834 to Fleckenstein et al. ("*Fleckenstein*"). Claims 14 and 19 have been rejected under 35 U.S.C. § 103(a) as being unpatentable over *Ogilvie* in view of *Bloom* in further view of U.S. Published Patent Application 2005/0038758 to Hilbush et al. ("*Hilbush*"). The listed rejections are address below. For the Examiner's reference, Claims 20-86 were previously withdrawn in response to a restriction requirement and Claims 4-6 were cancelled. In the current Amendment, Applicants have amended Claims 1 and 19. Thus, Claims 1-3 and 7-19 remaining pending for the Examiner's consideration in the current application.

Independent Claim 1

Independent Claim 1 has been rejected as being unpatentable over *Ogilvie* in view of *Bloom*. Although Applicants do not agree with the current rejection of Claim 1, in order to facilitate prosecution of the current application, Applicants have amended Claim 1 to further clarify the claimed invention over the cited art. For instance, Applicants have amended Claim 1 to recite a method comprising the step of providing the ADL to the vender computer system to use as a shipping location for the product purchased by the customer via a web browser enhancement tool that automatically populates form fields of a vendor web page to provide the ADL address for upload to the vendor computer system.

The web browser enhancement tool was originally claimed in Claim 19. On Page 11 of the Office Action, the Examiner acknowledges with respect to Claim 19 that *Ogilvie* and *Bloom* fail to disclose this feature. However, the Examiner has asserted that *Hilbush* does and has

specifically pointed to paragraph [0074] of *Hilbush* for this feature, which describes a preferred embodiment that provides an Internet World Web (WWW) front end **50** that is coupled to an internal network **52** operated by the shipping service provider (SSP), which is coupled to other computing functions as described.

Hilbush describes a system and methods for shipping a package from a package sender to an intended recipient, utilizing Internet communications to place shipping orders, request on demand package pickup, maintain and utilize prestored profile information, view shipping history, track orders, etc. *See* Abstract. Specifically, *Hilbush* provides a shipping system and method accessible by a package sender's computer through a network, such as the Internet. *See* ¶ [0011]. This shipping system and method process information associated with a package handled by a shipping service provider in connection with delivery of the package to an intended recipient. *See* ¶ [0012]. In various embodiments, the system and method include: (1) an order-receiving system and method operative to receive a customer-entered order (via a computer) and communicate the customer-entered order to a dispatch system; (2) a dispatch system and method operative to generate a dispatch order for pick up of the package; and (3) a communication system and method for communicating the dispatch order to a selected service person. *Id.*

Paragraph [0074] of *Hilbush* describes that the Internet shipping system (ISS) provides an Internet World Wide Web (WWW) front end **50** that generates browser views for display on the package sender's computer **20**. This web front end **50** is coupled to an internal network **52** operated by the SSP. However, this paragraph fails to teach or suggest the web browser enhancement tool recited in Claim 1.

As discussed, the web browser enhancement tool recited in Claim 1 automatically populates form fields of a vendor web page to provide the ADL address for upload to the vendor computer system. The web front end **50** described in *Hilbush* simply generates browser views (e.g., web pages) for displaying on the package sender's computer **20**. This is further described in paragraph [0087] of Hilbush, which states that the web front end **50** provides the web pages of the SSP's main web site. Thus, the front end **50** described in *Hilbush* does not teach or suggest automatically populating form fields of a vendor web page to provide the ADL address for

upload to the vendor computer system. Instead, the front end **50** of *Hilbush* simply teaches generating and providing web pages for a web site.

For at least this reason, Applicants respectfully submit that *Ogilvie*, *Bloom*, and *Hilbush* fail to teach or suggest each and every feature recited in amended Claim 1. Accordingly, Applicants respectfully request the Examiner to withdraw the current rejection of Claim 1 under § 103(a).

Dependent Claims 2-3 and 7-19

The Examiner has rejected dependent Claims 2-3 and 7-19 as unpatentable over various combinations of *Ogilvie*, *Bloom*, *Fleckenstein*, and *Hilbush*. Claims 2-3 and 7-19 depend from independent Claim 1 and therefore include all the features of Claim 1 plus additional features that further define the invention over the prior art. Accordingly, for at least the reasons set forth above with regard to independent Claim 1 and the additional features that further define the invention over the prior art, Applicants respectfully submit that these claims are also in condition for allowance. Therefore, Applicants respectfully request the Examiner to withdraw the current rejection of these claims under § 103(a).

Conclusion

The foregoing is submitted as a full and complete response to the Office Action mailed December 9, 2009. The foregoing amendments, when taken in conjunction with the appended remarks, are believed to have placed the present application in condition for allowance, and such action is respectfully requested. The Examiner is encouraged to contact Applicants' undersigned attorney at (404) 881-7640 or e-mail at chris.haggerty@alston.com to resolve any remaining issues in order to expedite examination of the present application.
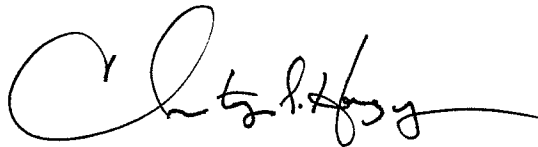
The patentability of the independent claim has been argued as set forth above and thus Applicants will not take this opportunity to argue the merits of the rejection with regard to each dependent claim. However, Applicants do not concede that the dependent claims are not independently patentable and reserve the right to argue the patentability of the dependent claims

at a later date if necessary.

It is not believed that extensions of time or fees for net addition of claims are required, beyond those that may otherwise be provided for in documents accompanying this paper. However, in the event that additional extensions of time are necessary to allow consideration of this paper, such extensions are hereby petitioned under 37 CFR § 1.136(a), and any fee required therefor (including fees for net addition of claims) is hereby authorized to be charged to Deposit Account No. 16-0605.

Respectfully submitted,

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